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Attorneys for Plaintiff

IN THE UNITED STATES DISTRICT COURT FOR THE SOUTHERN DISTRICT OF NEW YORK

SALT & PEPPER, STEPS OF CA, UNO TEXTILE, and CONCORD VENTURE

Defendants.

ECF CASE

FIRST AMENDED COMPLAINT

Plaintiff Anthropologie, Inc., by its undersigned attorneys, Duane Morris LLP, for its Complaint alleges as follows:

SUBSTANCE OF THE ACTION

1. This is an action for copyright infingement, authority unfair competition and common law unfair competition and decognive trade practices under the laws of the State of New York. Plaintiff brings this action based upon definables "unauthorized past and current sales of various garments that beer patterned images and colors cohemes that have been copied from and infinings upon copyrighted patterns taken from clothing that was or is currently being sold by

Intrinsement under the Convictor Act of 1976, 17 U.S.C. 8 101 et sea, for unfair comsettion

under Section 43(a) of the Trademark Act of 1946 (the "Lanham Act"), 15 U.S.C. § 1125(a), and for substantial and related claims of unfair competition and deceptive trade practices under the laws of the State of New York. Plaintiff seeks injunctive relief and damages.

JURISDICTION AND VENUE

- 2. This Court has jurisdiction under Section, 190 of the Trademark Act of 1546 (the Lambaum Act), 15 U.S.C. § 1121, Sections 1336(s), and 1338(s)) of the Judicial Code, 28 U.S.C. §§ 1338(s) and 1338(s), and 1338(s), and 1338(s), and 1338(s), and 1338(s), and 1391(s) of the Judicial Code, 28 U.S.C. §§ 1991(s) and 1391(s), because the defination conduct business in and/or have substantial contacts with audior may be found in the Southern District of New York, and a substantial contact with audior may be found in the Southern District of New York, and a substantial portion of the events at time behave after an extra this point of the events at time behave after an extra this point.
- 3. Upon information and beliff. Definalment sumass business in the State of New York, have committed one or more terricus acts within the State of New York and/or caused upon the property of the State of New York. Upon information and belief. Defendants regalarly do or solicit business, or engage in persistent conduct, or derive substantial revenue from goods sold or services rendered, in the State of New York and/or expect or should reasonably expect their conduct to have consequences in the State of New York, and derive substantial revenue from interestate or international commerce.

PARTIES

 Plaintiff Anthropologie, Inc. ("Anthropologie") is a corporation duly organized and existing under the laws of Pennsylvania with offices at 5000 S. Broad Street, Philadelphia,

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- Upon information and belief, Defendant Forever 21, Inc. ("Forever 21") is a
 corporation duly organized and existing under the laws of Delaware, having its principal place of
 business at 2001 South Alameda Street, Los Angeles, California 90058.
- Upon information and belief, Defendant One Clothing, Inc. ("One Clothing") is purportedly a corporation having a place of business at 2121 E. 37th Street, Los Angeles, California 90058.
- Upon information and belief, Defendant Original, Inc. ("Original") is purportedly
 a corporation having a place of business at 1015 S. Crocker Street, #Q23, Los Angeles,
 California 90021.
- Upon information and belief, Defendant Salt & Pepper ("Salt & Pepper") is a company having a place of business at 1015 S. Crocker Street #S08, Los Angeles, California 90021.
- Upon information and belief, Defendant Steps of CA ("Steps of CA") is a company having a place of business at 2155 E. 7th, #125, Los Angeles. California 90023.
- Upon information and belief, Defendant Uno Textile ("Uno Textile") is a fictitious business name registered with the California Secretary of State and purportedly has a place of business at 1015 E. 14th Street, Los Angeles, California 90021.
- Upon information and belief, Defendant Concord Ventures ("Concord") is a company having an address at P.O. Box 9117 Saif Zone, Sharjah, United Arab Emirates.

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Plaintiff's Activities

- 12. Anthropologie is leading seller of wemen's clothing and accessories. The Anthropologie® brand is well known and Anthropologie® brand products are seld throughout the country. In recent years, total sales of Anthropologie's wemen's apparel and accessories, home furnishings, eiths and decorative them were in access of \$500 million.
- 13. Anthopologie talton in merchandize and store environment to explaintant and contemporary woman. Anthopologie sells in woman's appared and other products at over 90. Anthropologie scross in the Unided States, as well as at the <u>new Anthropologie scross</u>, well-and through the Anthropologie catedage. Anthropologie's vehicle accepts orders directly from communes. Anthropologie anthropologie catedage. Anthropologie directly no communes who can place occlean for direct delivery of Anthropologie's women's appared and other products. Last year, the criteriation for the Anthropologie catedage was approximately 21.8 million.
- 14. The extraordinary success of Anthropologie's products has engendered wide renown with the trade and the public, and the products sold under the Anthropologie brand have a resutation for having distinctive designs and being of the highest quality.
- 15. Anthropologie created or licensed the original artwork, color cards and pattern designs for certain garments—depicted in Exhibits 1 through 9—for sale at its Anthropologie stores. These garments feature copyrighted patterns and were being, or are currently being, sold at Anthropologie retail stores.
- 16. Anthropologie also created or licensed the original artwork, color cards and copyrighted pattern design for the garment that is depicted in Exhibit 14. The garment, which was marketed under the name "Vizozya Dress," was or in currently being sold at Anthropologie's

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Occes. The gaments after referred to collectively as the "Anthronologie Gaments."

- 17. The Anthropologie Garments contain material wholly original and created by Anthropologie. The Anthropologie Garments constitute copyrightable subject matter that is protected against unauthorized copying under the laws of the United States.
- 18. U.O.D., Inc. filed with the U.S. Copyright Office applications to register the copyrights in each of the gaments depicted in Exhibits 1 through 9. Annexed hereto as Exhibit 10 are copies of the filing receipts for these copyright applications and/or Certificates of Registration for these gaments.
- 19. On August 22, 2007, Urban Ourfitten, his executed a confirmatory copyright assignment confirming that all rights, title and interest in, to and under the copyrights in the generated adjected in Edubbia 1 through 9 Glordelding all copyright registrations or applications therefox) are the property of Urban Ouffitters, Inc. by operation of the Certificate of Ownership and Merger was exceeded between U.O.D. Inc. and Urban Ouffitters Inc. and filed with the Division of Corporations of the State of Delaware. A copy of the Certificates of Ownership and Merger is amond herote as Edubbi 11. The Centifinatory Copyright Assignment was filed for recordation with the U.S. Copyright Office on September 5, 2007. A copy of the Centifinatory Copyright Assignment is also amenced herote as Eschibi 27.
- 20. On August 29, 2007, Urban Ouffilters, Inc. assigned all rights, title and interest in, to and under the copyrights in the garments depicted in Exhibits 1 through 9 (including all copyright registrations or applications therefox) to Authoropologic. The aforementioned copyright assignment was filed for reconduction with the U.S. Copyright Office on September 5, 2007. A

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- 21. On August 31, 2007, Anthropologie filed with the U.S. Copyright Office its application to register the copyrighted pattern featured on the Vizeaya Dress. Annexed hereto as Exhibit 15 is a copy of the filing receipts for this copyright application and/or the Certificates of Registration for this garment.
- Anthropologie's women's clothing and products are currently available and sold to consumers throughout this District, this State and the United States.
- B. <u>Defendants' Unlawful Activities</u>
- Upon information and belief, Forever 21 is a retailer of clothing and accessories for women and girls, which it sells directly to consumers.
- 24. Upon information and belief, Defindant Forever 21 markets, distributes and selfs women and men's clothing, shoes and accessories through retail establishments and colline on the westiss www.forever21.com throughout the United States, Canada, Malaysia, Singapore, Fordan, Kinadom of Behrinia, and the United Arab Emirates.
- 25. According to Fenere 21's website, Forever 21' openess a chain of over 755 retail stores in the United States and purportedly averages 90 new store openings per year. Ferever 21 has a net worth of over \$275 million and is maked as one of the 50 largest privately beld computers in Los Angeles. According to a Dan & Bradderest report, Forever 21's annual sales were \$1.065.00.000 for the 2-month needed endiar in March 2007.
- 26. Upon information and belief, without the permission or authorization of Plaintiff, Forever 21 reproduced and created, and/or directed the reproduction and creation of, derivative works based upon original elements of the copyrightable Anthropologie Garments (collectively,

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located at www.forever21.com.

- 27. According to Defination Forever 21, Defination One Coching, Original, Salt & Papper, Siegos of Ch., Uno Testile and Concord are "the source" of once or more of the gamments comprising the Infringing Merchandine. Amende Derivo sa Echibi 16 is a copy of Defination Forever 21's Initial Disclosures identifying Defendants One Cirching, Original, Salt & Papper, Siego of Ch. (Too Testile and Concord as the source of the Infininging Merchandine, which was worst by Tenever 21's Intitial Disclosures identifying Defination One Cirching, Original, Salt & Papper, Siego of Ch. (Too Testile and Concord as the source of the Infininging Merchandine, which was worst by Tenever 21's Incoraction with the Soveraction action on Jamaner 22, 2008.
- 28. Upon information and belief. Defendants One: Clothing, Original, Suli & Pepper, Suppe of CA, Uno Textile and Concord, independently or under the direction of Forever 21, created and reproduced one or more garments comprising the Infringing Merchandise and markets, promoted, shverticed and sold these unlawful and manufactural promoted, shverticed and sold these unlawful and manufactural promoted, and the control of t
- 20. The Infinging Merchandite features patterns, Rhéries and color schomes that we identical or virtually identical to the patterns, fisheries and color schomes featured in the opportunities Ameline-pologic Garments. Amenced hereto as Bohlibis 17 i through 25 are digital photographs of the Infinging Merchandise and pictures showing the Infinging Merchandise side-by-side with the Anthropologic Garments. The Infinging Merchandise infinged Amelongoics of the Infine State of the Infine State.

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identical, or nearly identical, theires for the Infringing Morehandise. Upon information and belief. Definitions copied or caused to be copied the Anthropologic Gaments for the specific purpose of infringing Plaintiff's copyrights in the Anthropologic Gaments and selling illegal and unumbrotized copies of the Anthropologic Gaments for prices that are merely a fraction of the prices charged by Anthropologic. Specifically, the Infringing Morehandise was marketed at retail prices falling within the range of approximately 60% to 33% less than the original price of the Anthropologic Carments.

- 31. Upon information and belief, Defendants are attempting to pass their products off as Plaintiff's products in a manurer calculated to deceive Plaintiff's customers and members of the general public in that Defendants have copied or caused to be copied the Anthropologie Garments in an effect to make Defendants' infringing products confusingly similar to Plaintiff's more developed and the products and/or support of the Confusion of the Conf
- 32. Upon information and belief, Defendants have engaged in a pattern of deliberate and willful infringement designed to confuse consumers as to the source of their companies' products and trade upon Anthropologie's valuable intellectual property, good will and reputation.
- 33. As further evidence of Forewer 21's deliberate pattern of willful infringement and undiri competition, Forewer 21's Vice President of Merchandine Line Boissert has publicly stated that Forewer 21 does not employ designers, "Jour very survey designer merchants." Attached as Establish 26 is a copy of an article entitled "Faster Fushion, Champer Chie," that was published in DBANES (Note Timps on May 16, 2007, containing the quote by Mr. Boissert. Further, and the contraction of the Chief C

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stores after their debuts on runways. Forever 21 is able to deliver its desires within six works.

- Moreover, Forever 21's acts of copyright infringement are particularly egregious in light of Forever 21's prior infringements of Anthropologie's copyrighted garments last year.
- 35. On Munch 30, 2006, Anthropologic Bled a complaint against Forewer 21 in the nature explained Anthropologic, Inc., and 11,0,D., Inc. v. Evener 22.1, Inc. (Civil 66-CV-62516) (WHZ), in the United Status District Court for the Southern District of New York (the "Lawwist"). The the Lawwist, Anthropologic alleged various collans of copyright infringement and fooderst untils competition based on the infringement of an Anthropology generate. However, after the filling of the Complaint, Anthropologic discovered that Forever 21 was anthreing and selling several additional gaments that were identical or virtually identical to copyrighted Anthropologic gaments. Recently, Anthropologic discovered that Forever 21 was selling identical or virtually identical copies of a least eight other Anthropologic generates and initiated the above-suplood action in this United States District Court for the Southern District of New York.
 - 36. The productory practice of willfully infininging the copyrights of successful designers, clothing stores and branch is certainly not referred. Forever 21—nor uniquely trageted at Authoropologie. Indeed, in the past two years, Forever 21 has been named as a defendant in at least thirty-three (33) federal lawsuits involving, inter alia, claims of copyright infringement (including two actions brought by Authoropologie within less than two years).

- 37. May of year-with (The part Thyrive the Informent of multiple Filed designs—indeed, one action initiated by Anna Sul Corp. alleges that Forever 21 has willfully
 - designs—muree, one accord minuted by Anna and Corp. angles that reverse 21 has withinky infringed over two dozen designs.

 38. Defendants have engaged in a pattern of deliberate and willful infringement
 - 38. Defendants have engaged in a pattern of deliberate and wilful infringement designed to misappropriate Plaintiff's Copyrights and intellectual property, confuse consumers as to the source of their companies' products and trade upon the valuable good will and recontain of Ambreodoside's intellectual property.
 - 39. Upon information and briller, Plaintiff has lost and will continue to lose substantial revenue from the sake of the Anthropologic Garments and other products and will sustain intangas as a result of Defendants' wrought conduct and Defendants' production and sale of the Infinigent Merchantiles. Defendants' wrought conduct to a be deprived and will contain to deprive highlight Merchantiles. Defendants' wrought conduct has also deprived and will be defended by the defendants' wrought to the product of the product of the defendant will be defended by the defendant of the defendant intend to continue their course of conduct and belief, unless enjoined by this Court, Defendants intend to continue their course of conduct and to wroughtly use, infining upon, sell and otherwise profit from the Anthropologic Garments and works derived therefore.
 - 40. As a direct and proximate result of the act of Defondants allaged above, Taintiff has an abruly sufferfield repeated demange and lost revenues. Plaintiff has no adequate remody at law to redeem all of the injuries than Defondants have caused and intent do cause by their conduct. Plaintiff will continue to suffer inequalish demange and loss of revenues as a result of demage to Anthropologie's goodwill and reputation and the market fire Anthropologie's goods and services until Defendance's actions are englosted by this Court.

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- Plaintiff realleges paragraphs 1 through 40 above and incorporates them by reference as if fully set forth herein.
- 42. The Anthropologic Garments are original works of authorship, embodying copyrightable subject matter, subject to the full protection of the United States copyright laws. Anthropologic is the sole and exclusive owner of all sights, title and interest in and to the copyrights in the Anthropologic Garments.
- 43. Upon information and belief, as a result of the open use, display and sales of the copyrighted Anthropologie Garments, Defendants had access to the Anthropologie Garments prior to the sale or distribution of Defendants' Infringing Merchandise.
- 44. Upon information and belief, Defendants, without the permission or authorization of Plaintiff, have continued to reproduce original elements of the copyrighted Anthropologie Garments and to promote and offer for sale the Infininging Merchandise, which incorporates original elements of the Anthropological Garments.
- 45. Upon information and belief, Defendants have profited from the sales of the Infringing Merchandise, which is identical or virtually identical to patterns featured on Plaintiff's convrighted Anthropologie Garments.
- 46. Upon information and belief, unless enjoined by this Court, Defendants intend to continue their course of conduct and to wrongfully use, infringe upon, distribute and otherwise profit from Plaintiff's convigabled Anthropologic Garments.
- 47. The natural, probable and foresceable result of Defendants' wrongful conduct has been and continues to be to deprive Anthropologie of the rights and benefits granted to it under copyright, including the exclusive right to use, reproduce and exploit the Plaintiff's Copyrights

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and to create environmental part of the property of the property of the will in Plaintiff's Copyrights, and to injure Anthropologie's relations with present and

48. By their actions, as alleged above, Defendants have infringed and violated Anthreopologie's exclusive rights under copyrights in violation of the Copyright Act, 17 U.S.C. 5501, by producing, distributing and selling garments that beer images and color schemes and employ fabrics that are strikingly, or substantially, similar to Anthropologie's copyrighted Anthropologie's intercritation or consent.

prospective customers.

- Upon information and belief, Defendants' infringement of Anthropologie's Copyrights is willful and deliberate and Defendants have profited at the expense of Anthropologie.
- Defendants' conduct has caused and will continue to cause irreparable injury to Anthropologie unless enjoined by this Court. Anthropologie has no adequate remedy at law.

SECOND CLAIM FOR RELIEF EDERAL UNFAIR COMPETITION (15 U.S.C. § 1125(a))

- Plaintiff realleges paragraphs 1 through 50 above and incorporates them by reference as if fully set forth herein.
- 32. The Infringing Merchandise sold by Defendants uses copies, variations, simulations or colorable instantions of Phinnith's Anthropologic Gurments and constitutes false designations of origin, false descriptions and representations of goods sold by Defendants and false representations that Defendants' goods are sponsored, endorsed, licensed or authorized by, or affiliated or connected with Faintiff.

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53. Upocuments with copies, variations, simulators or colorable imitations of Plaintiff's Anthropologie Garments with

full knowledge of Plaintiff's copyrights in the Anthropologie Garments.

- Defendants' acts are in violation of Section 43(a) of the Lanham Act, 15 U.S.C. 81125(a).
- Defendants' conduct has caused and will continue to cause irreparable injury to Plaintiff unless enjoined by this Court. Plaintiff has no adequate remedy at law.

COMMON LAW UNFAIR COMPETITION

- Plaintiff realleges paragraphs 1 through 55 above and incorporates them by reference as if fully set forth herein.
- 57. Upon information and belief, Definations were sowner of Plaintiff's prior sale of the Andropologic Cuments and adopted and code to firinging Merchandian in disrupate of Plaintiff's prior intellectual property rights. Upon information and belief, the sale by Definations of the Minisipal Merchandise has resulted in the misuperportation of and trading upon Plaintiff's good will and business reputation at Plaintiff's exposes and at no exposes to Definations. The effect of Definations if misuperportation of the Plaintiff's good-will symbolized by the Anthropologic Cuments is to sujustly eartich Definations.
- 58. Defendants' conduct constitutes unfair competition with Plaintiff, all of which has caused and will continue to cause irreparable injury to Plaintiff's goodwill and reputation unless entioned by this Court. Plaintiff has no adequate remedy at law.

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- Plaintiff realleges paragraphs 1 through 58 above and incorporates them by reference as if fully set forth herein.
- 60. By reason of the acts and practices see forth above, Defendants have and are engaged in deceptive trade practices or acts in the conduct of a business, trade or commerce, or furnishing of goods and/or services, in violation of § 349 of the New York General Business Law.
- The public is likely to be damaged as a result of the deceptive trade practices or acts engaged in by Defendants.
- Unless enjoined by the Court, Defendants will continue said deceptive trade
 practices or acts, thereby deceiving the public and causing immediate and irreparable damage to
 the Plaintiff. Plaintiff has no adequate remedy at law.

WHEREFORE, Plaintiff demands judgment as follows:

- Preliminarily and permanently enjoining Defendants, their employees, agents,
 officers, directors, attorneys, successors, affiliates, subsidiaries and assigns, and all those in
 active concert and participation with Defendants, from:
 - (a) manufacturing, selling, distributing, advertising, promoting or authorizing any third party to manufacture, sell, distribute, advertise or promote the Infringing Merchandise or any other item that infringes Plaintift's rights;
 - (b) directly or indirectly infringing the Plaintiff's Copyrights or continuing to market, offer, sell, dispose of, license, lease, transfer, display, advertise, reproduce, develop or manufacture any works derived or conied from the

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- (c) continuing to market, offer, self, dispose of, license, transfer, exploit, abvertise, promote, reproduce, develop, numificates, import, or contribute to or actively participate in the marketing, offering, sale, disposition, licensing, transferring, caploiting, advertising, promotion, reproduction, development, numificates or importation of any products that bear, contain or incorporate any unauthorized copy or reproduction of the copyrighted Anthropologic forments or any design substantially similar thereto active development.
 - (d) selling, using or authorizing any third party to sell or use any counterfeit, copy, simulation, confusingly similar variation, or colorable imitation of Plaintiff's Authropologic Garments in any manner or form, or the marketing, advertising or promotion of same;
- imitating, copying or making any unauthorized use of Plaintiff's Anthropologie Garments or any copy, simulation, variation or imitation thereof
- (f) making or displaying any statement or representation that is likely to lead the public or the trade to believe that Defendants' goods are in any manner associated or affiliated with or approved, endorsed, licensed, sponsored, authorized or franchised by or are otherwise connected with Plaintiff;
- using or authorizing any third party to use in connection with the rendering, offering, advertising, promotion or importing of any goods, any

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associate such goods or services with Plaintiff or tend to do so;

- (h) diluting the distinctive quality of Plaintiff's Anthropologie Garments;
- (i) registering or applying to register as a copyright, trademark, service mark, trade name or other source identifier or symbol of origin any copyright, mark, trade dress or name that infringes on or is likely to be confused with Plaintiff's Coovrights or marks:
- engaging in any other activity constituting unfair competition with Plaintiff, or constituting an infringement of Plaintiff's rights;
- aiding, assisting or abetting any other party in doing any act prohibited by sub-paragraphs (a) through (i).
- Requiring Defendants to formally abandon with prejudice any and all applications to register any copyrights consisting of, or containing, any aspect of the Infringing Merchandise either alone or in combination with other words and/or desizes.
- Requiring Defendants to formally abandon with prejudice any and all applications to register any trademark or service mark consisting of any aspect of the Infringing Merchandise either alone or in combination with other words and/or designs.
- 4. Requiring Defendants to recall immediately the Infininging Merchandise and any and all distributions retail establishments or wholesale establishments wherever located in the U.S., and to direct all such distributors, retail establishments wherever located in the U.S. and to direct all such distributors, retail establishments to reaso forthwith the distribution or sale of the

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- 5. Directing that Defendants abundon their current practice of infringing, misappropriating, and/or copying the patterns of any Anthropologie garments, and/or any original elements thereof, in connection with the Forever 21 stores and/or any other businesses or stores owned or one one atted by any of the Defendants.
- 6. Directing that Defendants deliver for destruction all products and goods, advertisements for such, and other related materials in their possession, or under their control, incorporating or bearing simulations, variations or colorable initiations of Plaintiff?

 Anthropologic Garments, used alone or in combination with other words and/or designs.
- 7. Directing such other relief as the Court may deem appropriate to prevent the trade and public from deriving the erroneous impression that any product or service manufactured, sould, distributed, licensed or otherwise offered, circulated or promoted by Defendants is authorized by Plaintiff or related in any way to Plaintiff or products.
- Directing that Defendants file with the Court and serve upon Plaintiff's counsel
 within thirty (30) days after entry of such judgment, a report in writing under oath, setting forth
 in detail the manner and form in which Defendants have complied therewith.
- Awarding Plaintiff such damages as it has sustained or will sustain by reason of Defendants' copyright infringement, unfair competition, and unfair trade practices.
- 10. Awarding Plaintiff all gains, profits, property and advantages derived by Defendants from such conduct; and pursuant to 15 U.S.C. § 1117, awarding Plaintiff an amount up to three times the amount of the actual damages sustained as a result of Defendants' violation of the Lanham Act.

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11. Sometiment of the least of copyright infringement or, in lieu thereof, should Plaintiff to

elect, such statutory damages as the Court shall deem proper, as provided in 17 U.S.C. § 504(e), including damages for willful infringement of up to \$150,000 for each infringement.

- Awarding Plaintiff such exemplary and punitive damages as the Court finds ammorpriate to deter any future willful infrincement.
- Awarding Plaintiff its costs and disbursements incurred in this action, including its reasonable attorneys' fees, as provided in 17 U.S.C. § 505 and 15 U.S.C. § 1117.
 - Awarding Plaintiff interest, including pre-judgment interest, on the foregoing

sums.

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D Document 18 Plaintiff hereby demands a trial by jury pursuant to Fed. R. Civ. P. 38.



Dated: New York, N.Y. May 27, 2008

Respectfully submitted,

DUANE MORRIS LLP

Gregory P. Gulia Vanessa Hew 1540 Broadway New York, New York 10036-4086 (212) 692-1000

Attorneys for Plaintiff Anthropologie, Inc.